

EXHIBIT 1

Int. Cls.: 39, 41 and 43

Prior U.S. Cls.: 100, 101, 105 and 107

Reg. No. 3,031,210

United States Patent and Trademark Office

Registered Dec. 20, 2005

**SERVICE MARK
PRINCIPAL REGISTER**

TREK TRAVEL

TREK BICYCLE CORPORATION (WISCONSIN CORPORATION)
801 WEST MADISON
WATERLOO, WI 53594

FOR: ARRANGING TRAVEL TOURS FEATURING HIKING, RIVER RAFTING, WHALE WATCHING, KAYAKING, AND BICYCLING; CULTURAL TOURS, NAMELY, CONDUCTING SIGHTSEEING TOURS FOR OTHERS, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 10-1-2002; IN COMMERCE 10-1-2002.

FOR: SPORTING AND CULTURAL ACTIVITIES RELATED TO BICYCLING, NAMELY, WINE TASTINGS AND CULTURAL TOURS, NAMELY, GUIDED TOURS OF WINERIES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-1-2002; IN COMMERCE 10-1-2002.

FOR: SERVICES FOR PROVIDING FOOD AND DRINKS AND TEMPORARY LODGING FOR THOSE PARTICIPATING IN BICYCLING ACTIVITIES AND CULTURAL ACTIVITIES RELATED TO

BICYCLING, NAMELY, HIKING, RIVER RAFTING, CULTURAL TOURS, WINE TASTINGS, WHALE WATCHING AND KAYAKING, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 10-1-2002; IN COMMERCE 10-1-2002.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,168,276, 2,060,274 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TRAVEL", APART FROM THE MARK AS SHOWN.

SEC. 2(F) AS TO TREK.

SER. NO. 76-599,435, FILED 6-28-2004.

APRIL L. RADEMACHER, EXAMINING ATTORNEY

Int. Cl.: 32

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 2,708,232

United States Patent and Trademark Office

Registered Apr. 22, 2003

**TRADEMARK
PRINCIPAL REGISTER**

TREK

TREK COMPANY, INC., THE (CANADA CORPORATION)
#160-7400 RIVER ROAD
RICHMOND BRITISH COLUMBIA, CANADA V6X
1X6, BY CHANGE OF NAME; BY ASSIGNMENT;
BY CHANGE OF NAME 531974 B.C.LTD. (CANADA CORPORATION) VANCOUVER, B.C. V6B
2K4, CANADA

FOR: NON-ALCOHOLIC BEVERAGES SOLD IN
LIQUID FORM, NAMELY, NON-CARBONATED
FRUIT JUICES, EITHER ALONE OR FLAVORED
WITH ANY OR ALL OF THE FOLLOWING -
WATER, HERBS AND SPICES (BASED ON USE IN
COMMERCE); NON-CARBONATED DRINKING
WATERS EITHER ALONE OR FLAVORED WITH

ANY OR ALL OF THE FOLLOWING - HERBS,
SPICES, AND NATURAL FRUIT FLAVORS (BASED
ON USE IN COMMERCE) AND (BASED ON 44(E)),
IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 6-30-2002; IN COMMERCE 6-30-2002.

PRIORITY CLAIMED UNDER SEC. 44(D) ON
CANADA APPLICATION NO. 838147, FILED 3-3-
1997, REG. NO. TMA566996, DATED 9-6-2002, EX-
PIRES 9-6-2017.

SER. NO. 75-349,577, FILED 8-29-1997.

ELIZABETH HUGHITT, EXAMINING ATTORNEY

Int. Cl.: 12

Prior U.S. Cl.: 19

United States Patent and Trademark Office

Reg. No. 1,168,276

Registered Sep. 8, 1981

TRADEMARK
Principal Register

TREK

Trek Bicycle Corp. (Wisconsin corporation)
801 W. Madison St.
Waterloo, Wis. 53594

For: BICYCLES AND BICYCLE FRAMES, in
CLASS 12 (U.S. Cl. 19).

First use Mar. 10, 1977; in commerce Mar. 10,
1977.

Ser. No. 259,070, filed Apr. 21, 1980.

SIDNEY I. MOSKOWITZ, Primary Examiner

Int. Cls.: 9, 12 and 28

Prior U.S. Cls.: 19, 21, 22, 23, 26, 31, 35, 36, 38,
44 and 50

Reg. No. 2,060,274

United States Patent and Trademark Office

Registered May 13, 1997

**TRADEMARK
PRINCIPAL REGISTER**

TREK

TREK BICYCLE, CORP. (WISCONSIN CORPORATION)
801 WEST MADISON STREET
P. O. BOX 183
WATERLOO, WI 53594

FOR: CYCLING COMPUTERS AND HEAD PROTECTIVE HELMETS FOR BICYCLE USERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 9-0-1990; IN COMMERCE 9-0-1990.

FOR: BICYCLES, BICYCLE FRAMES, AND A FULL LINE OF PARTS AND ACCESSORIES FOR BICYCLES, NAMELY, HANDLEBARS, HANDLEBAR END EXTENSIONS, HANDLEBAR STEMS, SEATS, SEAT POSTS, SEAT POST CLAMPS AND BINDER BOLTS, TIRES, TIRE INNERTUBES, PEDALS, FORKS FOR SUPPORTING BICYCLES UPON BICYCLE WHEELS, BICYCLE SUSPENSIONS, WHEELS AND WHEEL RIMS, WATER BOTTLES,

WATER BOTTLE CAGES, BICYCLE MOUNTED RACKS, BICYCLE CARRYING RACKS FOR MOTOR VEHICLES, TOOLS AND TIRE REPAIR KITS FOR BICYCLES, LOCK HOLDERS, AUDIBLE WARNING DEVICES, NAMELY, BELLS FOR BICYCLES, LIGHTING SYSTEMS FOR BICYCLES AND BICYCLE FENDERS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FIRST USE 1-0-1993; IN COMMERCE 1-0-1993.

FOR: EXERCISE EQUIPMENT, NAMELY, STATIONARY EXERCISE CYCLES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 10-0-1993; IN COMMERCE 10-0-1993.

OWNER OF U.S. REG. NO. 1,168,276.

SER. NO. 74-583,173, FILED 10-6-1994.

RUDY R. SINGLETON, EXAMINING ATTORNEY

Int. Cl.: 12

Prior U.S. Cls.: 19, 21, 23, 31, 35 and 44

Reg. No. 2,742,116

United States Patent and Trademark Office

Registered July 29, 2003

**TRADEMARK
PRINCIPAL REGISTER**

TREK

TREK BICYCLE CORPORATION (WISCONSIN
CORPORATION)
801 WEST MADISON STREET
WATERLOO, WI 53594

FIRST USE 9-30-1998; IN COMMERCE 9-30-1998.

SER. NO. 78-171,262, FILED 10-4-2002.

FOR: BICYCLES AND BICYCLE FRAMES, IN
CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

GINA HAYES, EXAMINING ATTORNEY

Int. Cls.: 25 and 28

Prior U.S. Cls.: 22, 23, 38, 39 and 50

United States Patent and Trademark Office

Reg. No. 2,745,442

Registered Aug. 5, 2003

**TRADEMARK
PRINCIPAL REGISTER**

TREK

TREK BICYCLE CORPORATION (WISCONSIN
CORPORATION)
801 WEST MADISON STREET
P. O. BOX 183
WATERLOO, WI 53594

FOR: BICYCLING APPAREL, NAMELY, BICYCLING JERSEY; FORM FITTING AND REINFORCED SEAT ELASTIC SHORTS; ANKLE LENGTH SOCKS; WIND RESISTANT JACKETS WITH ENHANCED VISIBILITY FABRIC, EXTRA SLEEVE LENGTH, HIGH COLLAR AND EXTENDED LENGTH BACK PANEL; VESTS WITH ENHANCED VISIBILITY FABRIC, HIGH COLLAR AND EXTENDED LENGTH BACK PANEL, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-0-1988; IN COMMERCE 6-0-1988.

FOR: PADDED AND REINFORCED FINGERLESS BICYCLING GLOVES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 6-0-1988; IN COMMERCE 6-0-1988.

OWNER OF U.S. REG. NOS. 1,162,276, 2,060,274 AND OTHERS.

SER. NO. 75-414,082, FILED 1-5-1998.

KATHERINE STOIDES, EXAMINING ATTORNEY

Int. Cl.: 18

Prior U.S. Cls.: 1, 2, 3, 22 and 41

Reg. No. 3,053,077

United States Patent and Trademark Office

Registered Jan. 31, 2006

**TRADEMARK
PRINCIPAL REGISTER**

TREK

TREK BICYCLE CORPORATION (WISCONSIN
CORPORATION)
801 WEST MADISON STREET
WATERLOO, WI 53594

FIRST USE 1-31-1993; IN COMMERCE 1-31-1993.

OWNER OF U.S. REG. NOS. 1,845,607, 2,745,442
AND OTHERS.

FOR: BACKPACKS, FANNY PACKS, TEXTILE
TOTE BAGS, HIP PACKS, MESSENGER BAGS,
RACK TRUNKS, SADDLE BAGS, BICYCLE SEAT
PACKS, ALL PURPOSE SPORTS BAGS, IN CLASS 18
(U.S. CLS. 1, 2, 3, 22 AND 41).

SER. NO. 78-316,205, FILED 10-21-2003.

MICHAEL KEATING, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,516,346

Registered Oct. 14, 2008

**SERVICE MARK
PRINCIPAL REGISTER**

Trek

TREK BICYCLE CORPORATION (WISCONSIN
CORPORATION)
801 WEST MADISON ST
WATERLOO, WI 53594

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

FOR: ON-LINE RETAIL AND WHOLESALE
STORE SERVICES FEATURING A WIDE RANGE
OF CONSUMER PRODUCTS EXCEPT FOOTWEAR
ALL PROVIDED VIA THE INTERNET, IN CLASS 35
(U.S. CLS. 100, 101 AND 102).

OWNER OF U.S. REG. NO. 2,687,012.

SER. NO. 77-433,264, FILED 3-27-2008.

FIRST USE 9-30-2002; IN COMMERCE 9-30-2002.

REGINA DRUMMOND, EXAMINING ATTORNEY

Int. Cl.: 39

Prior U.S. Cls.: 100 and 105

United States Patent and Trademark Office

Reg. No. 1,994,479

Registered Aug. 20, 1996

**SERVICE MARK
PRINCIPAL REGISTER**

TREK 100

TREK BICYCLE, CORP. (WISCONSIN CORPORATION)
801 WEST MADISON STREET
P. O. BOX 183
WATERLOO, WI 53594

FOR: PROVIDING RIDE SUPPORT VEHICLES IN COMPETITIVE AND RECREATIONAL EVENTS, NAMELY BICYCLE TOURS, BICYCLE RACES, AND TRIATHLONS, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 0-0-1989; IN COMMERCE 0-0-1989.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "100", APART FROM THE MARK AS SHOWN.

SER. NO. 74-580,965, FILED 10-3-1994.

RUDY R. SINGLETON, EXAMINING ATTORNEY

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,653,169

Registered July 14, 2009

**SERVICE MARK
PRINCIPAL REGISTER**

Trek 100

TREK BICYCLE CORPORATION (WISCONSIN
CORPORATION)
801 WEST MADISON ST
WATERLOO, WI 53594

OWNER OF U.S. REG. NOS. 1,994,479, 3,042,834
AND OTHERS.

FOR: CHARITABLE FUND RAISING SERVICES
BY MEANS OF BICYCLE RIDES AND ENTERTAIN-
MENT EVENTS, IN CLASS 36 (U.S. CLS. 100, 101 AND
102).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "100", APART FROM THE MARK
AS SHOWN.

FIRST USE 5-1-1989; IN COMMERCE 5-1-1989.

SER. NO. 77-388,493, FILED 2-5-2008.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

BARBARA RUTLAND, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 3,397,739

United States Patent and Trademark Office

Registered Mar. 18, 2008

**SERVICE MARK
PRINCIPAL REGISTER**

Trek Bicycle Store

TREK BICYCLE CORPORATION (WISCONSIN
CORPORATION)
801 WEST MADISON ST
WATERLOO, WI 53594

OWNER OF U.S. REG. NOS. 1,994,479 AND
2,742,116.

FOR: RETAIL STORES FEATURING BICYCLES,
IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "BICYCLE STORE", APART FROM
THE MARK AS SHOWN.

FIRST USE 9-1-1996; IN COMMERCE 9-1-1996.

SER. NO. 77-221,529, FILED 7-3-2007.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

CHRISTOPHER BUONGIORNO, EXAMINING AT-
TORNEY

Int. Cls.: 9 and 25

Prior U.S. Cls.: 21, 22, 23, 26, 36, 38 and 39

Reg. No. 2,876,977

United States Patent and Trademark Office

Registered Aug. 24, 2004

**TRADEMARK
PRINCIPAL REGISTER**

TREKLITE

TREKLITE, INC. (NORTH CAROLINA CORPORATION)
904 DOROTHEA DRIVE
RALEIGH, NC 27603

FOR: ORIENTEERING EQUIPMENT AND CLOTHING FOR OUTDOOR SPORTING ACTIVITIES, NAMELY, PROTECTIVE OUTER WEAR, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 12-22-1977; IN COMMERCE 7-17-1979.

FOR: ORIENTEERING EQUIPMENT AND CLOTHING FOR OUTDOOR SPORTING ACTIVITIES, NAMELY, LEGGINGS, PANTS, GATORS, SHIRTS, AND JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-22-1977; IN COMMERCE 7-17-1979.

SER. NO. 78-085,960, FILED 9-27-2001.

JOHN GARTNER, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

Reg. No. 3,042,834

United States Patent and Trademark Office

Registered Jan. 10, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

TREK UNIVERSITY

TREK BICYCLE CORPORATION (WISCONSIN
CORPORATION)
801 WEST MADISON
WATERLOO, WI 53594

FOR: INSTRUCTIONAL AND TRAINING SERVICES IN THE FIELD OF RETAILING BICYCLES, BICYCLE CLOTHING AND BICYCLE ACCESSORIES, AND IN THE FIELDS OF BICYCLE SAFETY, BICYCLE RECREATION, BICYCLE SERVICE AND BICYCLE REPAIR, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-1-2004; IN COMMERCE 10-1-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,168,276, 2,580,991, AND 2,745,442.

SN 78-447,581, FILED 7-8-2004.

ALICE SUE CARRUTHERS, EXAMINING ATTORNEY

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

Reg. No. 2,687,012

United States Patent and Trademark Office

Registered Feb. 11, 2003

**SERVICE MARK
PRINCIPAL REGISTER**

ETREK

TREK BICYCLE CORPORATION (WISCONSIN
CORPORATION)
801 WEST MADISON STREET
P.O. BOX 183
WATERLOO, WI 53594

ALL PROVIDED VIA THE INTERNET, IN CLASS 35
(U.S. CLS. 100, 101 AND 102).

FIRST USE 9-30-2002; IN COMMERCE 9-30-2002.

FOR: ON-LINE RETAIL AND WHOLESALE
STORE SERVICES, FEATURING A WIDE RANGE
OF CONSUMER PRODUCTS, EXCEPT FOOTWEAR,

SN 75-933,601, FILED 3-1-2000.

NICHOLAS ALTREE, EXAMINING ATTORNEY

Int. Cl.: 12

Prior U.S. Cls.: 19, 21, 23, 31, 35, and 44

Reg. No. 3,066,516

United States Patent and Trademark Office

Registered Mar. 7, 2006

**TRADEMARK
PRINCIPAL REGISTER**

TREKER

GREAT PLAINS MANUFACTURING, INCORPORATED (KANSAS CORPORATION)
1525 E. NORTH STREET
SALINA, KS 67416

FIRST USE 11-0-2002; IN COMMERCE 11-0-2002.

SN 78-182,435, FILED 11-6-2002.

FOR: OFF-ROAD ALL-TERRAIN UTILITY VEHICLES, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

JOHN DWYER, EXAMINING ATTORNEY